

COUNCIL
23 JULY 2015

Report of the Head of Community Development

TOUR OF BRITAIN

SUMMARY

The Tour of Britain Cycling race is visiting Derbyshire Dales on Friday 11 September 2015. Plans are developing to maximise the impact of having an event of this scale and nature in Derbyshire Dales.

RECOMMENDATION

That Members approve the use of £5,000 from the General Reserve to support community engagement activities linked to the Tour of Britain 2015

WARDS AFFECTED

All

STRATEGIC LINK

The event links to Economic Development strategic priorities of the District Council

REASON FOR URGENCY

This report relates to urgent information as defined in the Local Government (Access to Information) Regulations 1985 (as amended). The Chairman has agreed to include the report on the agendas an item of urgent business, so as to respond to an externally set deadline.

1.0 BACKGROUND

1.1 The Tour of Britain is British Cycling's premier road cycling event, the UK's biggest professional bicycle race, featuring riders of the highest level and is the largest annual, free-to-spectate live sporting event. It attracts over a million spectators to the roadside each September, with many hundreds of thousands more following via television and online around the world, this event is coming to Derbyshire Dales on Friday 11 September 2015.

1.2 In 2015 the Aviva Tour of Britain will be broadcast LIVE on ITV4, with 3-hours of LIVE coverage each day, plus an hours highlights programme every evening. In addition, the race will be broadcast in over 120 countries around the world, either in live or highlights of delayed format. Further detail regarding TV coverage is to be released in the summer. It has been confirmed that LIVE coverage of stage 6 will

begin as the race approaches Bakewell, which presents a unique opportunity to 'sell' our district worldwide.

- 1.3 Derbyshire County Council has approved the sum of £25,000 alongside contributions from Stoke City Council and Nottingham City Council to bring stage 6 to the area. Derbyshire County Council, emergency planning, the Police and race organisers will oversee the rolling road closure throughout its journey through the district, including providing some infrastructure for key places such as the King of the Mountains and Sprint sections. There are three 'King of the Mountains' sections taking place within the Dales.

2.0 REPORT

- 2.1 Due to the positive impact the event may have on the points highlighted below, the community Engagement requests that funds in addition to existing departmental budgets are required to support community groups, Parish and Town Councils to organise events, festivals or themed activities which will help maximise the impact of race visiting the Dales from a community and economy angle. Please note some of the fund will be needed for the hire/purchase of equipment to support such events.
- 2.1 Economic Development – Encouraging people to visit, spend local and stay longer are our priorities and we will work through the District Councils economic development team with local partners and the business community to encourage events, offers and promotions which help maximise the economic benefit.
- 2.2 Community Engagement – There is a clear opportunity to encourage local communities to get involved in the Tour by holding their own events either on the day or across the weekend to engage local people or visitors. To encourage a range of community events, Community Development has created a webpage and registration form where interested parties can find out the detail of the event and also register their event. From here, we will use this information to promote, support and advise interested parties on how they can maximise their event.
- 2.3 Environmental Services - With LIVE television coverage, the aim is to make towns which the race passes through look as attractive as possible. An impressive 'Welcome' to visitors and people watching around the world has the potential to capture future visitors and have a positive impact on the economy. In addition, car parking issues and clean streets/planting/verge cutting to coincide with the event are being coordinated by the Councils Environmental Services department.
- 2.4 Cycle Participation - The District Councils Leisure Service wants to encourage participation in cycling for the health benefit across all ages. To encourage this during the day of the race, a cycling event is being organised by the District Council and local partners including Matlock Cycling Club in Hall Leys Park. The event will involve a range of activities such as learns to ride sessions, bike maintenance and schools competitions. Leisure Centres will also offer a range of cycling focused, competitions and activities to engage customers during the timespan of the event.
- 2.5 Spectators - Whilst it is difficult to predict the number of spectators who will watch the event locally, we predict a positive response, especially from the larger communities and schools situated on route especially as the race arrives in Bakewell just before lunchtime and Matlock at lunchtime. To accommodate local

schools, we would like to provide of a small number of 'safe standing' areas in key locations such as Matlock and Bakewell Town Centres. This approach has worked well in the past for the Olympic Torch Relay, although smaller spectator numbers are expected.

3.0 RISK ASSESSMENT

Legal

The activities described in the report are covered by the Council's general powers of competence contained within the Localism Act 2011. The legal risk is therefore low.

Financial

The sum of £5,000 is requested to assist the Council in supporting this initiative. There is no provision for this in current budgets, so members are requested to make this amount available from the General Reserve. As this is a one-off project, the financial risk has been assessed as "low".

4.0 OTHER CONSIDERATIONS

In preparing this report, the relevance of the following factors has also been considered: prevention of crime and disorder, environmental, climate change, health, and human rights.

5.0 CONTACT INFORMATION

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6.0 LIST OF BACKGROUND PAPERS

None